IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 14, 17, 20, and 23 and ADD claim 26 in accordance with the following:

1-13.　(CANCELLED)

14.　(CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer who redeems the issued points with an electronic information service, comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point ~~accumulation~~ <u>calculating</u> unit updates cumulative issued points, <u>converts predetermined points into a time period for supplying the electronic information service,</u> and decreases the cumulative issued points according to a time spent for providing the electronic information service which is redeemed by the customer's request with the cumulative issued points ~~to a customer terminal~~; and

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through a communication circuit; and

wherein the point accumulation unit provides information for displaying the decreased customer's cumulative issued points <u>in proportion to the time period for supplying the electronic information service,</u> on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

15.　(CANCELLED)

16.　(CANCELLED)

17.　(CURRENTLY AMENDED) A method of point management for managing points issued to each customer who redeems the issued points with an electronic information service, comprising:

issuing points to a customer according to a transaction performed by the customer;

calculating cumulative issued points, <u>converting predetermined points into a time period for supplying the electronic information service,</u> and decreasing the cumulative issued points according to a time spent for providing the electronic information service which is redeemed by the customer's request with the cumulative issued points ~~to a customer terminal~~; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative issued points <u>in proportion to the time period for supplying the electronic information service,</u> on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

18.　(CANCELLED)

19.　(CANCELLED)

20.　(CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer who redeems the issued points with an electronic information service, comprising:

a point issue unit issues points to a customer according to a transaction performed by the customer;

a point ~~accumulation~~ <u>calculating</u> unit updates cumulative issued points, <u>converts predetermined points into a time period for supplying the electronic information service,</u> and decreases the cumulative issued points according to a time spent for providing the electronic information service which is redeemed by the customer's request with the cumulative issued points ~~to a customer terminal~~; and

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

3

wherein the point accumulation unit provides information for displaying the decreased customer's cumulative issued points in proportion to the time period for supplying the electronic information service, on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

21.   (CANCELLED)

22.   (CANCELLED)

23.   (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

issuing points to a customer according a transaction performed by the customer;

calculating cumulative issued points, converting predetermined points into a time period for supplying an electronic information service, and decreasing the cumulative issued points according to a time spent for providing the electronic information service which is redeemed by the customer's request with the cumulative issued points to a customer terminal; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative issued points in proportion to the time period for supplying the electronic information service, on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

24.   (CANCELLED)

25.   (CANCELLED)

26.   (NEW) A computer readable recording medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

converting transaction related points issued to a customer to a time period during which an electronic service may be transmitted; and

decreasing an amount of the time period in proportion to a lapse of time during which the electronic service is transmitted to the customer as requested, where the electronic service transmits at least video information, voice information, software information, music information and database information to a terminal of the customer.